



Intersecting The RUBIK's CUBE*

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Intel the "e"xpert



BUSINESS2.0

The 100 Hottest Companies - What are the leading companies of the Net Economy?

#1 Cisco Systems

#2 Dell Computers

#3 IBM Corporation

#4 Intel Corporation

#5 America Online

Intel the "e"xpert



THE FORTUNE
e-50
[•Company List](#) [•Stock Index](#) [•Introduction](#)

*More Than Just Dot-Coms - e-stocks
with the potential to upstage the Dow*

Net Hardware Companies:

IBM Corporation

Lucent Technologies

Intel Corporation

Dell Computers

Cisco Systems

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1999 Company Online Revenue

#1 Intel Corp.	\$10.5 billion
#2 Cisco Systems Inc.	\$9.5 billion
#3 IBM Corp.	\$8.8 billion
#4 Dell Computer Corp.	\$6.1 billion
#5 Federal Express Corp.	\$5.6 billion

Source: Inter@ctive Week, November 1999

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FAST COMPANY

Enough Talk! It's Time for Results Are You Getting it Done?

Intel: Implementation Keeps on Rolling

“Constant Supervision... Constant Awareness... Constant Action.”

Source: FastCompany, August 2000

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eCompany
NOW

11 companies that have figured out how to make money on the web

“...Even more dramatic are the benefits for Intel's customers. About 20 percent of all online transactions are now happening after normal business hours. Three out of four engineers say they believe it shaves a full week off their product development cycles -- no mean feat in the cutthroat high-tech field, where a one-week delay can mean the difference between market leadership and the dustbin.”

Intel® Developer Services



- Created to meet the technical and marketing needs of a broad range of software and Internet developers
- Uses the web to deliver a rich set of resources and tools to accelerate development on Intel Architecture



Register at <http://developer.intel.com/ids>

Developer Technical Services



- Tools, training, technical papers, case studies
- Intel® Early Access Services
 - Versatile remote software development environment
 - Provides earliest possible access to Intel's latest hardware for development, optimization, testing and debugging
 - Offers true time-to-market advantage



Itanium™ Processor – One Day Port



- Hamilton Laboratories
- Product: Hamilton C Shell
- Port took one day
- Port enabled PTC, a provider of collaborative commerce solutions, to accelerate their solution stack port



Internet Impact

- Dynamic environment
- Emerging technologies
- Rapid growth



On and Responsive

- Reliability, availability, scalability
- Secure
- Manageable



Shift In Focus

- Service shift from business to individual
- New business practices
- Underlying infrastructure integral
- Needs exceed knowledge & technology



Opportunity = Needs > Capability

Intel® Solution Centers and Services



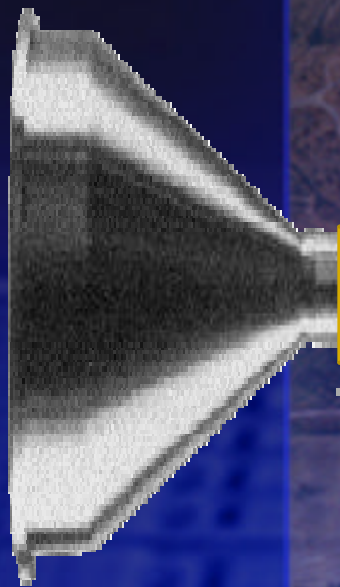
- Define
- Develop
- Test
- Validate
- Market

Intel® Solution Centers and Services



Intel Solution Centers

*Leading
Apps,
Tools and
HW*



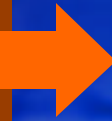
Optimized
Apps



Integrate &
Optimize Stacks



Prove it on
IA

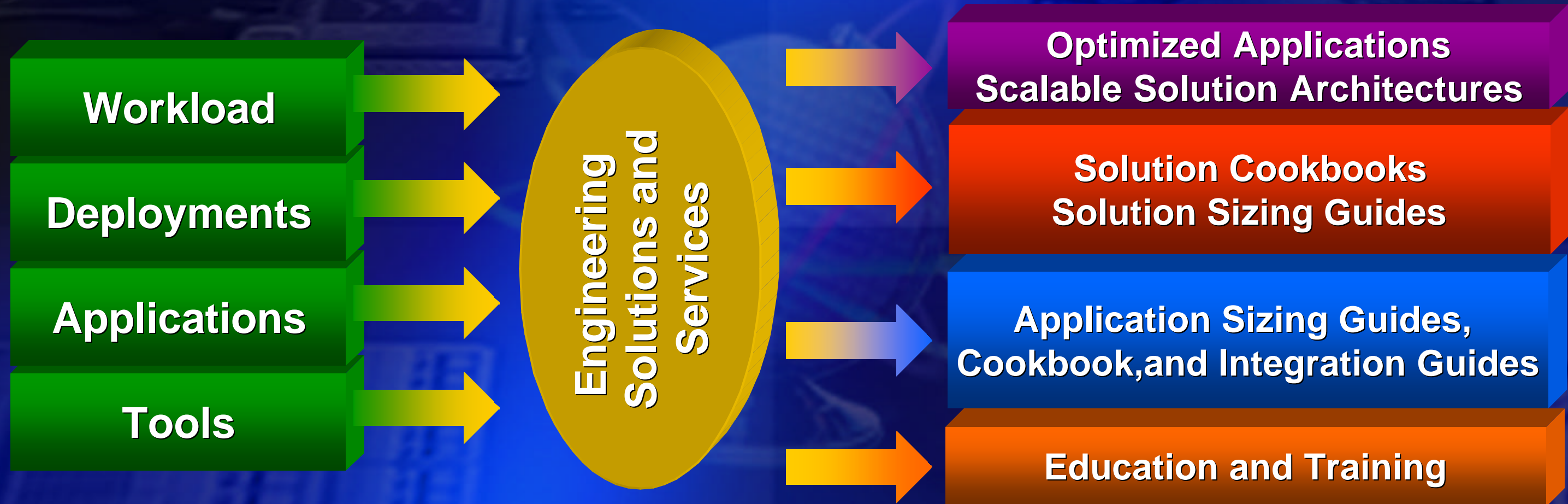


Leading
e-Corps

Intel and Fellow Travelers Solution Centers and Services



Customer Benefits



Winning



- Collective knowledge
- Proof-of-Concept
- Accelerated delivery and redelivery . . .

It's a Matter of Weeks

Another Dimension



- Vision of e-Business
- Enabling the future

e-Business Driving Change

- New focus on customer facing systems
- Establishing Internet infrastructure and policies
- Data Center linked to Internet
- Enhancing interaction
- Rapid deployment of new services



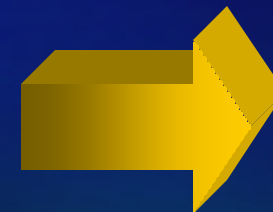
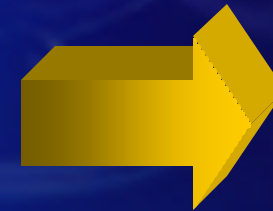
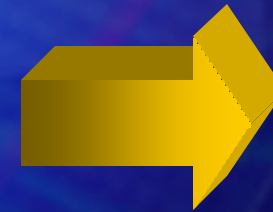
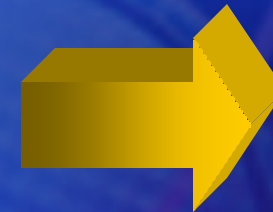
Shift in the Epicenter of Business Processing

Sea Change



Business “MRP/ERP”

- Standard Products
- Fixed Channel/
Customer
- Competition: Local,
Regional, Same Industry
- Competition: QUALITY



“e-Business”

- Mass Personalization
- Dynamic, Mass
Channel/Customer
- Competition:
Global, All Industries
- Competition: SPEED

Generations of Internet Business

Generation 1

Marketing

Brochureware

**Web
Presence**

Generation 2

Selling

Transactions

**Conducting
e-Commerce**

Generation 3

**1:1
Relationship**

**Dynamic
Business**

**Customer-
Centric
e-Business**

Enabling The Future



- Industry working groups
- Tools: Solutions Framework Architecture (SFA)
 - Defined with industry players
 - Document and code samples on IDF CD
- Marketing opportunities
 - Capitalize on the major growth engine; software and the services
 - Establish market leadership by developing 3rd generation solutions
 - Drive industry-wide effort to market 3rd generation Internet business
- Investments
 - Companies that support 3rd generation architecture

Summary

